

VACANCY NOTICE V/AD/SCOM/1/2024

The **European University Institute (EUI)**, based in **Florence, Italy** is organising a selection procedure based on qualifications and tests to draw up a reserve list¹ for the post of

Director of the Communications Service (Temporary Agent, type 2g CEOS, AD 10²)

The **European University Institute (EUI)** seeks a dynamic and experienced professional to lead the development and delivery of its communication strategy to achieve the EUI's mission, objectives, and priorities.

The **Director of the Communications Service** will be responsible for devising and overseeing comprehensive communications and marketing plans in order to enhance the EUI's visibility, strengthen its reputation, support its mission, vision and values, and promote the impact of the EUI on societies.

Who We Are

The **European University Institute (EUI)** at a glance:

- **an international organisation** set up in 1972;
- a research university focusing exclusively on **post-graduate, doctoral and post-doctoral studies**, and **advanced research**;
- located in the hills overlooking the city of Florence, Italy.

The Institute also hosts the Historical Archives of the European Union.

More on our Institution: <https://www.eui.eu/About>



Our Unit

The **Communications Service** steers and coordinates the EUI's internal and external communication strategies. The team handles the EUI's public and media relations efforts, produces the Institute's central publications, and manages its social media presence. It plans or supports the organisation of major events promoting the research activities and other initiatives that reach out to the EUI community and beyond. It is also in charge of supporting the

¹ The reserve list may be used to fill similar vacant future positions in other units of the European University Institute. Cf. [President's decision No 15/2021 of 27 April 2021 laying down a procedure for the use of reserve lists](#).

² Cf. Annex II

recruitment campaigns for master's students, early-stage researchers (ESRs) and postdoctoral fellows.

The Communications Service produces and disseminates information about EUI academic programmes, research, news, and events. It reaches out to faculty, staff, researchers, alumni, the social sciences community, policymakers, the press, and other stakeholders. It is responsible for defining and promoting the EUI corporate identity, and for monitoring its implementation across all the academic and administrative units of the Institute with a view to ensuring consistency in the use of the EUI's logo, imagery, and other audio-visual materials. The Service offers training, tools and support to its members in the areas of digital communications and web, academic communications, and editorial design and layout.

Your Key Responsibilities

The EUI is looking for a dynamic and experienced professional to lead the development and delivery of its communication strategy to achieve the EUI's mission, objectives, and priorities.

The **Director of the Communications Service** will be responsible for devising and overseeing comprehensive communications and marketing plans in order to enhance the EUI's visibility, strengthen its reputation, support its mission, vision and values and promote the impact of the EUI on societies.

Reporting directly to the President, the selected candidate will lead, inspire and motivate a multicultural team of around 20 communications and marketing professionals.

The main duties may include the following:

Policy/ Strategy Making
<ul style="list-style-type: none">• Leading the development of the vision, mission and strategy of the Communications Service;• Developing and implementing a comprehensive and innovative communication strategy aligned with the EUI strategic goals and objectives, for the various target audiences (i.e. international academic community, EUI Member and Contracting States, EU Institutions, and media);• Contributing to the overall EUI strategy and advising senior managers on communication matters;• Developing marketing strategies for the master's, doctoral, postdoctoral programmes, fellowships and executive education courses of the EUI;• Contributing to the design, implementation and delivery of the internal EUI communication strategy to support the engagement of the community aiming at enhancing a culture of belonging.• Providing strategic guidance and leadership in the communications area to the EUI Management.

Representation/ Communication:
<ul style="list-style-type: none">• Representing the EUI externally and the Communications Service internally, ensuring alignment of the communication activities of the EUI departments, services, centres and programmes;• Coordinating activities to promote the impact of the EUI on societies locally, nationally, and on a European and international scale;

- Building and protecting the EUI's reputation in the media, social media and in public discourse, including crisis management;
- Efficiently disseminating and communicating EUI research and expertise offered by the EUI, in collaboration with the various academic units to strengthen the position of the EUI as a leading university in social science and humanities;
- Coordinating strategic plans across the EUI to recruit master's students, early-stage researchers (ESRs) and postdoctoral fellows based on the EUI's long-term vision and strategy;
- Developing external communications, including the management of media relations, digital and social media, and the production of institutional publications (i.e. newsletter, annual report, promotional materials);
- Managing the delivery of the internal communications plan to ensure two-way communication, supporting the engagement of the EUI community and information sharing aiming at enhancing a culture of belonging.
- Coordinating and overseeing the organisation of large-scale events at the EUI;
- Developing and leading an integrated recruitment campaign that increases brand awareness and strengthens the reputation of the EUI;
- Engaging in and coordinating fundraising efforts.

Managing People/ Role in HR processes

- Leading, inspiring and motivating the Communications Service team, providing strategic direction, with a focus on delivery, innovation and teamwork;
- Being responsible for the supervision, management, assessment and development of the Communications Service staff.

Level of Expertise

- Acting as subject matter expert in the area of communication and marketing, more specifically in institutional affairs and internal communication;
- Keeping abreast of new trends and best practices in the area of research-based communication and dissemination of results.

Level of autonomy and accountability

- Reporting directly to the President, with a high level of autonomy;
- Being accountable for the work of the Communications Service.

Finance and procurement responsibility

- Acting as authorising officer by sub-delegation.

Budget Management

- Managing the EUI's communications and marketing budget and financial resources, and defining their requirements to meet the needs of the EUI strategy;
- Defining the long-term requirements for resources, skills, infrastructure, systems and suppliers to meet the needs of the EUI communication strategy;
- Managing the allocated budget resources and signing annual reports.

Role in administrative processes

- Supervising the efficient and timely delivery of the activities, projects and operations of the Communications Service;
- Ensuring that the Communications Service fully conforms with the applicable internal rules, processes and EUI regulations.

Your Key Competencies

All staff at the EUI share the following competencies:

- Ethics and integrity
- Working in a multicultural environment
- Accountability
- Delivering quality and results



Competencies specific to the **role** include the following:

- Creativity & Innovation
- Change Management
- Networking
- Strategic thinking
- Team management
- Organisational alignment
- Technological awareness

The competencies mentioned above may be assessed at the written test and/or interview stage.

Read more on [EUI Competency Framework](#)

What We Offer

- A role in an inspiring community of young scholars with an exclusive focus on master, doctoral and post-doctoral studies;
- A multicultural community of 1100 academics at all career stages and administrative staff of approximately 85 different nationalities;
- The commitment to a genuine culture of equality, diversity and inclusion, and to attracting, encouraging and retaining a diverse and highly qualified workforce;
- A world-class research library, the Historical Archives of the European Union, and many other excellent research facilities;
- Language courses and soft skills training opportunities;
- Access to all EUI facilities: library, crèche, cafeteria, gym, participation in seminars and workshops;
- Competitive salary package including health and pension plan;
- A healthy work-life balance in a family-friendly environment.



Read more on [Work and Life of EUI Staff](#).

How To Apply

Applications must be submitted electronically using the **online application form** available at <https://www.eui.eu/About/JobOpportunities/Open-competitions-for-administrative-posts>

CLOSING DATE FOR APPLICATION: Tuesday 10th September 2024 at 23:59 CEST

Before completing the online application form you are invited to read [ANNEXES I & II](#) that represent an integral part of this vacancy notice.

ELIGIBILITY CRITERIA

On the closing date for online applications, you must fulfil all the following general and specific conditions:

1. General conditions

- Being a national of a Member State of the European Union;
- Enjoying full rights as a citizen attested by a recent extract from judicial records and/or certificate of good conduct proving no previous conviction for a criminal or administrative offence that could call into question his/her suitability for performing the duties of the post;
- Having fulfilled any obligations imposed by the laws on military service;
- Being physically fit to perform the duties.³

2. Specific conditions

2.1. Education (Qualifications)

- A level of education which corresponds to completed university studies attested by a diploma when the normal period of university education is four (4) years or more; or
- A level of education which corresponds to completed university studies attested by a diploma and appropriate professional experience of at least one (1) year when the normal period of university education is at least three (3) years. This professional experience will be part of the diploma and will not be taken into account in the required numbers of professional experience under 2.2.

Only diplomas and certificates that have been awarded in EU Member States, or that are the subject of equivalence certificates issued by authorities in the Member States by the deadline for applications, shall be taken into consideration. If your diploma was issued outside the EU, please indicate in your application that you hold an equivalence certificate; otherwise, your application will be deemed ineligible.⁴

2.2. Professional experience⁵

By the deadline for applications, and in addition to the qualifications required above, you must have at least **ten (10) years** of relevant professional experience gained after obtaining the diploma required under 2.1.

³ As a condition for the engagement, the successful candidate shall be medically examined in order for the EUI to prove that they fulfil the requirement of Article 12(2)(d) of the Conditions of Employment of Other Servants.

⁴ If you have a diploma recognised in an EU Member State, you don't need NARIC recognition for your lower level diploma(s). Example: If you have a Bachelor's degree from a university outside the EU, and a Master's degree from an EU university, you don't need NARIC recognition for the Bachelor's degree. Qualifications/diplomas awarded until 31/12/2020 in the United Kingdom are accepted without further recognition. For diplomas awarded after this date (from 01/01/2021), a NARIC recognition is required.

⁵ Professional experience will be counted from the date on which the applicant acquired the minimum qualification for access to this post. Only duly documented professional activity (i.e. remunerated employment or self-employment) is taken into account. Part-time work will be taken into account in proportion to the percentage of full-time hours worked. Periods of education or training and unremunerated traineeships are not taken into account. Completed PhDs can be counted as professional experience up to a maximum of 3 years. Any given time period can be counted only once.

2.3. Knowledge of Languages⁶

- Main language: have a thorough knowledge of one official language of the European Union; and
- Second language: a satisfactory knowledge of another official language of the European Union to the extent necessary for the performance of the duties.

SELECTION CRITERIA

Applications that fulfil the above eligibility criteria will be assessed against the following requirements:

Essential

1. University degree in a field relevant to this post (e.g. communications, journalism, marketing, public relations, or in the social sciences);
2. At least 10 years of relevant experience in the area of communications (web, publications, press, events) in a European or international academic or research institution;
3. Proven experience in leading effective communications and marketing campaigns in higher education;
4. Proven experience in developing and implementing strategies in research-based communication;
5. At least five years of leadership and management experience, and demonstrated ability to motivate, inspire and manage integrated communication teams;
6. Proven experience in managing media contacts at the international and national levels (including Italy);
7. Excellent oral and written communication skills in English (CEFR level: C1 or above), including proven ability to effectively communicate to and engage diverse audiences.

Advantageous

8. A proven track record of building partnerships with academic leaders and high-level policymakers;
9. Proven experience with communications in the fundraising field, e.g. funding programmes such as Horizon Europe and other international donor-funded programmes;
10. Professional certification in an area directly relevant to the position.

Candidates invited to the test and interview phase may also be assessed against the **competencies** listed under the "Your key competencies" section on page 4.

⁶ Recruited candidates shall be required to demonstrate before their first promotion the ability to work in a third EU language.